

## **Draft Marrickville Car Share Policy 2014**

### **1. Background**

- 1.1. Marrickville Council has supported car sharing in the LGA since 2007 as part of a holistic approach to encouraging more sustainable modes of travel and reducing over-dependency on the private car.
- 1.2. Car sharing is an integral component of an overall sustainable transport system that Council envisages for the local area, complementing improvements to public transport services and enhanced facilities for cycling and walking.
- 1.3. Council is committed to increasing the uptake of car sharing as a part of its drive to reduce greenhouse gas emissions, reduce on-street parking demand and encourage more active lifestyles via reduced dependency on the private car.
- 1.4. Council's Community Strategic Plan includes relevant objectives such as improving access to a range of local services, reducing greenhouse gas emissions and finding creative solutions to complex urban sustainability issues.
- 1.5. Council's Integrated Transport Strategy identifies the importance of car sharing as a tool to assist with reducing traffic congestion and parking pressure and illustrates clear support for car sharing across the LGA.

### **2. Support for Car Sharing**

Council currently supports car share activity within the LGA as part of its approach to supporting sustainable transport options. The need for a more formal car share policy is necessary as a result of continued pressure on on-street parking bays in local centres and the ongoing consideration of controlled parking in various areas.

Council itself is a member of a local car share organisation and has already installed dedicated car share spaces in some of its car parks; encouraging members of staff to leave their cars at home and travel by more sustainable modes shows a commitment to leading by example.

At present there are approximately 3000 members of local car share operator GoGet within the Marrickville LGA, which equates to approximately 4% of the total population. With future growth expectations, it is estimated that 100-200 dedicated spaces may be required across the whole of the LGA. These projections are subject to factors such as future demand from residents, on-street parking constraints and future population growth. It is noted that potential conflict between different on-street users will require a balanced approach to ensure that there

is an equitable allocation of car share spaces across the LGA. Council will use data provided by the car share operators and other data sources to inform decision making in this regard.

### 3. Objectives

Council's Community Strategic Plan envisages a well planned, sustainable urban environment. This includes responding to climate change, less congested roads and more of the community using alternative methods of transport. Formal support for car sharing in the LGA will complement the drive toward achieving reduced dependency on the private car through the following objectives:

#### 3.1. Encourage more sustainable travel options

As part of an overarching drive to encourage alternative forms of travel, car sharing forms part of an integrated transport system. Car share members generally drive less and use other modes of transport for certain journeys than non members (notably short journeys that may be taken instead on foot or by bike), particularly those that have given up a vehicle in place of a car share membership.

#### 3.2. Reduce emissions

On average, car share vehicles are newer and more fuel-efficient, emitting fewer CO<sub>2</sub> emissions than the average car.

In some cities where car share schemes operate successfully, member households generate less than half of the CO<sub>2</sub> and other local air pollutants per year from car usage than the average household (with at least one full car license holder) (*source: Transport Research Laboratory 2012*).

As car share members generally drive less and use other modes of transport for certain journeys, increased uptake and associated reductions in private vehicle use will contribute to Council's targets to reduce greenhouse gas emissions by 25% by 2020 (target adopted November 2013).

#### 3.3. Alleviate parking pressure

Car share schemes lead to a reduction in parking congestion given that multiple users share one car and one parking space – in many areas of the LGA on-street parking space is extremely limited and such areas have much to gain from the successful introduction of car sharing operations.

Pressure is also reduced as car share members tend to use public transport, walk and cycle more after joining a car club; almost 20% of car share members in Marrickville put off purchasing a second car once they became a member (*source GoGet 2013*).

#### 3.4. Improve access and social inclusion

Car sharing can help address social exclusion and improve quality of life by providing access to a vehicle without the expense of ownership. Giving space back to people that would otherwise be required for parking improves social cohesion, increases space for other activities and helps contribute toward the development of vibrant communities.

#### 3.5. Support modal integration through longer-term behaviour change

Car sharing provides access to a car without ownership; membership encourages longer term behavioural change, which further promotes an increasingly sustainable and integrated transport system. Each journey taken using a car share vehicle promotes a greater sense of conscious decision making with regard the mode chosen.

### 4. Policy Provisions

4.1. Council supports the concept of car sharing in the interests of reducing congestion and emissions and making the most efficient use of on-street parking space. This includes more traditional car sharing formats in addition to newer approaches that are emerging.

4.2. Formal agreements between Council and car share organisations wishing to operate in the LGA will be entered into. This will include a requirement for car share operators to provide Council with a regular progress report including data on how operations are faring and, where applicable, how on-street bays are performing.

4.3. In recognition of the importance of dedicated on-street spaces for car sharing in ensuring its effectiveness, Council will endeavour to provide space on-street in areas of demand to enable approved schemes to grow. Each new dedicated space will be required to be approved by Council's Pedestrian, Cyclist & Traffic Calming Committee; this will include a requirement for consultation with all affected residents/businesses. It is envisaged that all car share spaces in the LGA will eventually be dedicated bays.

4.4. Approved car share operators that wish to utilise dedicated on-street bays will be required to pay an installation fee (including signs and painted logos where necessary) for each new on-street space that Council approves and an annual contribution toward costs associated with the maintenance of installed spaces (in line with Council's adopted Fees & Charges).

4.5. Car share spaces that are nominated at locations in close proximity to land uses including local attractors such as retail areas and transport nodes such as railway stations/light rail stops will be given priority in the interests of maximising the potential of car sharing in the LGA.

4.6. A hierarchy of preferred location types for car share spaces will be followed when assessing suitability of location. Those bays located along shopping strips and along park edges for example will be given priority whilst those bays located immediately outside of residential properties will be given a lower priority or avoided. The suitability of a new dedicated car share space may be prioritised against the following hierarchy:

- Transport hub/node
- Public facility (e.g. library, leisure centre)
- Retail property
- Residential flat building; boarding house or other medium to high density housing
- Side of single dwelling at intersection
- Single dwelling with driveway
- Single dwelling without driveway

4.7. For private development the preferred arrangements for the provision of dedicated car share spaces are as follows:

- Off-street space within a new development at-grade and at a visible location (i.e. within an internal road);
- Off-street space within the car park of a new development whilst remaining accessible to non-residents/tenants;
- On-street space with a financial contribution being made by the developer to Council for installation & maintenance.

It should be noted that the Marrickville DCP would need to be amended to provide specific requirements for all medium and large developments to include car share spaces.

## **5. Requirements for car share operators**

- 5.1. Vehicles must be fuel efficient in line with environmental sustainability objectives and comply with the Australian Green Vehicle Guide ratings of four stars and above only.
- 5.2. Data must be provided to Council (the frequency to be determined) on the utilisation of each space including the total number of members in the LGA and the number of trips being made from each space.
- 5.3. Vehicles should be clearly identifiable as being part of a particular car share organisation.
- 5.4. Car share operators must inform Council of all locations where vehicles are available on-street and off-street, including those outside of dedicated bays.
- 5.5. Any use of Council resident parking permits for car sharing vehicles must be prior approved by Council.

5.6. In most circumstances, car share operators will identify a potential location for a new dedicated on-street bay based upon current or potential demand; the operator will then apply to Council for the creation of a new bay through Council's Pedestrian, Cyclist & Traffic Calming Committee.

## **6. Council commitment to car sharing**

6.1. Council will provide dedicated on-street spaces for authorised car share operators in accordance with the *RMS TDT 2007/04 'Guidelines for the implementation of on-street car share parking'*.

6.2. Council will provide dedicated off-street spaces in Council-owned car parks where appropriate; any relevant taxes & fees associated with the use of such spaces will be passed on to the car share operator.

6.3. Council will permit the parking of authorised car share vehicles in nominated car share spaces via installed signs indicating "No parking – car share vehicles excepted".

6.4. Signage to be installed at each car share space will be in line with the *Australian Road Rules 2008* and will clearly indicate the car share organisation vehicles that are eligible to park in the aforementioned spaces.

6.5. Council reserves the right to reject any application for an on-street (or off-street when in a Council-owned car park) car share space.

6.6. Council statistics indicate that illegal parking in car share spaces is currently not an issue in the LGA. Despite this, Council will include patrols of the car share spaces in the daily tasking of Traffic Officers with appropriate action being taken where necessary.

6.7. Council will consult with residents/businesses within the immediate vicinity of any newly proposed car share space.